

# TOP AGENT MAGAZINE

## DAVID PROUTY

Growing up, David Prouty had watched his uncle and his father succeed as agents in the real estate world, and the industry had always piqued his interest. Between 1997 and 1999, he earned his license, graduated from college, and then earned his broker's license—a determined trajectory that highlights his commitment to hard work and results. Over the course of his twenty-one-year career, David has carved out a reputation for service that's decidedly people-first, thorough, and steeped in integrity.



Though he primarily serves the forty-mile radius surrounding Lakeville, Minnesota, David goes where clients lead, spearheading purchases and sales where duty calls. Today, he works solo, though he is in the midst of assembling a team of talented, like-minded professionals. What sets him apart from the average agent? For starters, David offers a particularly unique value-add: he returns a portion of his commission as rebates to his clientele. During the housing market's downturn, the idea came to him as he began assisting homeowners whose property investments were suffering and needed to make a move. As a way of giving back to his clients—many of whom were area police officers—David decided to permanently incorporate this benefit to add financial value to his services. “I don't consider myself a salesperson first,” he explains. “My priority is to help my clients reach their real estate goals. The rebate I offer sets me apart, but my focus is on helping those I work with find their perfect home and negotiate the best price I can.” With 90% of his business generated by repeat and referral clientele, David has woven quality, positive service into the fabric of his enterprise. “I try to get feedback from all my clients so that I can continue to grow, and people tell me that it comes down to hard work and good ethics,” he explains. “Above all, I'm honest and that's important to people. I try to keep it fun, but I take my role seriously and do my best for clients, always taking their interests to heart.”

When it comes to listing properties, David takes a big-picture view that ensures maximum exposure for homes headed to market. He

incorporates professional photography, professional staging from an interior designer, and a licensed appraiser who accurately calculates a property's square footage, so that detailed floorplans can be drawn up for would-be buyers. He also takes great pains to ensure properties are wisely priced, which positions homes to sell with efficiency. He also turns to the leading digital listing platforms to distribute properties among a wide pool of buyers, and will host the occasional open house to stir up interest in the neighborhood. As for keeping in touch with past clientele, David took a similarly big-picture view

when he registered his domain, [www.DavidProuty.com](http://www.DavidProuty.com), a number of years ago. To this day, former clients from more than a decade ago reach out to him through his site and e-mail address, reconnecting to tap into his memorable expertise. All in all, what David enjoys most about his day-to-day work is his connection to his clients and ability to help others. “Even after twenty-one years, being an agent is something that I really enjoy,” he said. “I'm able to help people and I get up every day and am excited about what I do.”

Each year, David picks a few charities to devote his resources. This year, he's contributing to local radio station KDWB's Christmas Wish drive, supporting those who have experienced hardship in the past year. In his free hours, David most enjoys spending time with his beloved wife of thirty years and their two daughters, soaking up nature—hiking, biking, and the occasional yard work. He also likes spending time with friends, playing Texas Hold'em, and visiting new restaurants.

As for the future, David has plans to continue growing his business by outfitting a team and expanding into new territories and states. He also hopes to attract more new construction buyers who'd benefit greatly from his rebated services. As for now, he'll continue applying his two decades of experience to best advocate for his clients and deliver the American Dream of homeownership to those he serves.



To learn more about David Prouty

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